Motivation

- Cyberbullying is the most common online risk for adolescents.
- Half of young people do not tell their parents when it occurs.
- The consequences of cyberbullying—which can include anxiety, depression, and even suicide—are detrimental on both an individual and societal level.
- We present and demonstrate BullyBlocker, an app that identifies cyberbullying instances in Facebook and notifies parents when they occur.
- The identification of cyberbullying factors is guided by previous results in psychology.
- Contributions of this paper:
  - The most relevant characteristics of our initial identification model.
  - Key app design and implementation details.
  - Demonstration scenarios.
  - Several areas of future work to improve upon the initial model.

BullyBlocker Design

- Cyberbullying risk factors:
  a) **Warning signs**: quantifiable measures like the number of insulting posts or the number of offensive comments in a picture.
  b) **States of vulnerability**: circumstances that could increase the probability of experiencing cyberbullying such as the minor’s age or gender.
- BullyBlocker identifies the risk factors by:
  a) Analyzing the interaction of a minor with his/her network (wall posts, picture comments, and messages).
  b) Obtaining information from the minor’s Facebook profile (address, schools).
- The app computes the **Bullying Rank** based on the identified warning signs and states of vulnerability.
- And shows the Bullying Rank and several key aggregated measures (# of wall insults, # of insults in photo comments).
- The app generates a set of **anti-bullying resources** to learn about ways to deal with cyberbullying.